

ORDINANCE NO. _____

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY
OF CATHEDRAL CITY, REPEALING CHAPTER 9.62 OF
THE CATHEDRAL CITY MUNICIPAL CODE AND
ADOPTING A NEW CHAPTER 9.62 TITLED “SIGNS” OF
THE CATHEDRAL CITY MUNICIPAL CODE AND
CERTIFYING THE NEGATIVE DECLARATION IN
COMPLIANCE WITH THE CALIFORNIA
ENVIRONMENTAL QUALITY ACT**

WHEREAS, the City Council desires to preserve and enhance the visual aspects of the City of Cathedral City (“City”) and to promote the orderly and attractive construction, placement, and display of signs throughout the City; and

WHEREAS, when left unregulated, signs can result in traffic and pedestrian safety hazards and can detract from, rather than enhance, the character of the community; and

WHEREAS, this Chapter is intended to create standards that will promote the health, safety, and general welfare of the City by regulating the design, material, construction, illumination, location and maintenance of all signs and sign structures; and

WHEREAS, the City Council recognizes the value and importance of signs, and desires to maintain and preserve the freedom of speech; and

WHEREAS, the City of Cathedral City, acting as Lead Agency, has determined that this Sign Ordinance will not have a significant impact on the environment; and

WHEREAS, on September 20, 2006, the City of Cathedral City Planning Commission held a duly noticed public hearing on the proposed Sign Ordinance and the proposed Certification of the Negative Declaration of Environmental Impacts pursuant to requirements of the California Environmental Quality Act (“CEQA”); and

WHEREAS, on September 20, 2006, after conducting the duly noticed public hearing, the City of Cathedral City Planning Commission recommended that the City Council adopt the Sign Ordinance and Certify the Negative Declaration; and

WHEREAS, the provisions and prohibitions for the control of signs adopted by this Ordinance are enacted in furtherance and for the purpose of securing and promoting the public health, safety, and general welfare of the City and its residents.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CATHEDRAL CITY, CALIFORNIA, DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. **REPEAL CHAPTER 9.62**

Chapter 9.62 of the Cathedral City Municipal Code ("Code") is hereby repealed in its entirety.

Section 2. **ADOPT A NEW CHAPTER 9.62 "NOISE CONTROL"**

Chapter 9.62 "Signs" of the City of Cathedral City Municipal Code is hereby adopted to read as follows:

CHAPTER 9.62 - Signs

9.62.010 Purpose and Intent

- a. The purpose of this Chapter is to implement the goals and policies of the General Plan, by preserving and enhancing the visual aspects of the city and to promote the orderly and attractive construction, placement, and display of signs throughout the City of Cathedral City. It is City policy that the primary purpose of signs is identification and public information. Signs, when left unregulated, can result in traffic and pedestrian safety hazards and can detract from, rather than enhance, the character of the community. These general provisions serve as specific development standards to be applied in addition to any provisions within each Base or Overlay Zoning District.
- b. This Chapter is further intended to create standards that will promote the health, safety, and general welfare of the City by regulating the design, material, construction, illumination, location and maintenance of all signs and sign structures.
- c. This Chapter is also intended to provide for a more orderly presentation of advertisements and identification of properties within the City, and to further bring those devices in harmony with the building, the neighborhood, and other signs in the area.
- d. Whenever the application of this Chapter is uncertain due to ambiguity of its provisions, the question shall be referred to the Planning Commission for determination. The Planning Commission shall then authorize signage which best fulfills the intent of this Chapter.
- e. Signs and advertising devices when approved in conjunction with Special Use Permits or Sign Programs or Specific Plans approved by the City Council are exempted from the regulations in this Chapter.
- f. No sign shall be erected or maintained in any land use district established by Title 9 of the Cathedral City Municipal Code, except those signs specifically enumerated in this Chapter. The number and area of signs as outlined in this Chapter are intended to be maximum standards. In addition to the enumerated standards, consideration shall be given to a sign's relationship to the overall appearance of the subject property as well as the surrounding community. Compatible design, simplicity, and sign effectiveness are to be used in establishing guidelines for sign approval, but shall not limit maximum standards for signs.

9.62.020 Sign Definitions

Sign	<u>“Abandoned Sign”</u> Any sign or display which has been abandoned for a period of ninety days or more, or which pertains to a time, use, event, purpose or business which no longer exists.
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	<p><u>“Abatement”</u> The elimination and removal of any sign in violation of the Cathedral City Sign Code Chapter 9.62.</p> <p><u>“Address Sign”</u> The numeric reference of a structure, or use of a street address, included as part of a wall, window, monument or canopy sign.</p> <p><u>“A-frame Sign”</u> A temporary sign with two faces that are hinged together to create an ‘A’ or triangle shaped device. A-frames are usually portable and are also referred to as ‘sandwich boards.’</p> <p><u>“Affixed”</u> To be attached in any manner, including, but not limited to, by adhesion or suction, or to be touching in any way, especially leaning against.</p> <p><u>"Advertising Device"</u> Any sign, balloon, blimp, flag, banner, pennant, propeller, whether oscillating, rotating, illuminated or electric or other contrivance including cranes with hanging objects or machinery placed on structures used to attract attention for the purpose of promoting (either directly or indirectly), the sale or advertising of any products, merchandise or service.</p> <p><u>"Advertising Display"</u> Any device, contrivance, statue or structure other than a sign used as a display, regardless of size and shape, for the purpose of attracting attention or making anything known, the origin or place of sale of which is on the property with such advertising display. Advertising displays can take the form of outdoor displays, or window displays visible from public right-of-way within three feet of the inside of a window.</p> <p><u>“Amortization”</u> As pertaining to the Cathedral City Sign Ordinance, “amortization” means the gradual extinction of nonconforming signs.</p> <p><u>“Anchor Tenant or Major Tenant”</u> A shopping center tenant who occupies at least 15,000 square feet of floor area within a shopping center and who usually is the largest in floor area. An anchor tenant or major tenant can also be defined as one of the tenants located in a shopping center, which serves to attract customers to the shopping center through its size, product line, name and/or reputation. The term Anchor Tenant is interchangeable with the term Major Tenant.</p> <p><u>“Animated or Moving Sign”</u> Any sign or part of a sign which changes physical position by any movement or rotation or which gives the physical impression of such movement or rotation.</p>
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“Area, Computation of Area of a Sign” The following methods will be used to compute the area of sign copy:

1. The area of a sign is to be computed by multiplying the total height by the total length of all sign faces of the sign copy, excluding framework or base. Computation of Sign Area shall enclose the extreme limits of writing, representation, emblem, or any figure of similar character, together with any material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed. The sign area shall include a colored or textured background that is different than the fascia on which it is placed. It shall also include the nonstructural perimeter trim of a cabinet sign.
2. In the case of a sign designed with more than one exterior surface, the area shall be computed as including only the maximum single display surface that is visible from any ground position at one time. The area of a freestanding sign which has three or more faces shall be computed by adding the areas of each face of the sign.
3. The area of a freestanding sign that is an object or statuary shall be computed by the appropriate mathematical equation for determining the total surface of an object.
4. The supports, uprights, or structure on which any such sign is supported shall not be included in determining the sign area unless such supports, uprights, or structures are designed in such a manner as to form an integral background of the display.

“Attached Sign” Any sign which is supported primarily by a building or structure, other than by a sign structure which is supported wholly by the ground; any roof sign, as defined herein, shall be considered an attached sign.

“Automobile Dealership” Any manufacturer licensed new vehicle franchise. Each make of vehicle shall be considered an individual automobile dealership for the purposes of this chapter. An independent used car sales area shall also be considered an automobile dealership when the use is ancillary to a new automobile dealership.

“Automobile Manufacturer” (Product Line)

	<p>A business engaged in the manufacture of a particular automobile or vehicle brand.</p> <p><u>“Awning”</u> A nonstructural covering attached to a building or supported by freestanding posts for the purposes of giving shade to pedestrians or windows and door openings. Awnings are generally made of canvas or other cloth material.</p> <p><u>“Awning, Canopy or Marquee Sign”</u> A non-electric sign that is printed on, painted on, or attached to an awning, canopy or marquee.</p> <p><u>“Banner, Flag, Pennant or Balloon Sign”</u> A sign composed of light weight material either enclosed or not enclosed in a rigid frame. Any cloth, bunting, plastic, paper, or similar material used for advertising purposes attached to or pinned on or from any structure, staff, pole, line, framing or vehicle, including captive balloons and inflatable signs but not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.</p> <p><u>“Bench Sign”</u> Copy painted on any portion of a bus stop bench, or other bench visible from the public right-of-way.</p> <p><u>“Billboard”</u> A form of off-site outdoor advertising that includes a structure to support a sign face for the primary purpose of advertising a business activity or service not available on the premises upon which the sign is located.</p> <p><u>“Building”</u> In addition to its common meaning, includes any structure requiring a building permit.</p> <p><u>“Building Face and/or Frontage”</u> The general outer surface of the single front building elevation in which the primary entrance to the business is located. If more than 1 business is located in any single building, then such length shall be limited to that portion which is occupied by each individual business. In computing allowable area of a wall sign for a structure, the building face or frontage shall not include appurtenant, accessory or secondary structures, and shall not include structures that are not enclosed such as carports or breezeways.</p> <p><u>“Canopy”</u> A structure that extends from a building, either attached or freestanding, that is capable of allowing vehicles to freely pass</p>
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	<p>under.</p> <p><u>“Canopy Sign”</u> Lettering, identification symbols or attention-getting devices placed on canopies.</p> <p><u>“Center Identification Sign”</u> See <u>“Shopping Center Identification Sign”</u></p> <p><u>“Changeable Copy Sign”</u> A sign designed to allow the changing of lettering, messages or other information through manual, mechanical, or electrical means including time and temperature. Changeable copy signs may have multiple messages that are individually displayed at common intervals, including movie theatre marquee signs.</p> <p><u>“City Planner”</u> shall mean the supervisor of the Planning Department Staff, or the Community Development Director or the designee of the Community Development Director.</p> <p><u>“Civic Event Sign”</u> A form of exempt temporary sign, other than a commercial sign, posted to advertise a civic event sponsored by a public agency, school, place of worship, civic-fraternal organization, or similar non-commercial organization.</p> <p><u>“Co-tenant or Multiple-tenant”</u> A site that contains more than one business in a unit or structure which can be adjoined by a common wall or roofline on the same site (also see Shopping Center). For the purposes of this Chapter, a co-tenant is further defined as a business that leases or otherwise makes space available within a primary business for a secondary or ancillary business or service requiring additional or separate signage.</p> <p><u>“Combination Sign”</u> Any sign incorporating any combination of the features of freestanding, projecting and roof signs.</p> <p><u>“Commercial Mural”</u> Any mural whose primary purpose is to advertise a business, product or service.</p> <p><u>“Commercial Seasonal/Daily Sign”</u> An “open” or “closed” window sign, posted on a daily or seasonal basis.</p> <p><u>“Construction Sign”</u> A exempt form of temporary sign located on a site where valid Building Permits have been issued or kept in good standing that displays information concerning what is being constructed, by whom and the work being done.</p>
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	<p><u>“Directional Sign”</u> Signs limited to directional messages, principally for pedestrian or vehicular traffic, such as “one-way”, “entrance”, or “exit”.</p> <p><u>“Directory Sign”</u> A sign listing the tenants or occupants and their suite numbers of a building, center, subdivision or Planned Unit Development.</p> <p><u>“Double Faced Sign”</u> A single structure designed with the intent of providing copy on both sides.</p> <p><u>“Eave Line”</u> The top of a parapet wall or the lowest point of a pitched roof, including mansard style roofs. Where a parapet wall is combined with a mansard roof, the eave line shall be the top of the parapet.</p> <p><u>“Election Sign”</u> An exempt type of sign supporting, opposing, or otherwise addressing a ballot measure, proposition or other issue, or a candidate for electoral office, set to be directly voted upon by the general public or a portion of the general public.</p> <p><u>“Externally Lit Sign”</u> A sign whose immediate source of illumination is not enclosed by the surface of the sign structure.</p> <p><u>“Face or Wall of a Building”</u> The outer surface of any main exterior wall or foundation of a building, including windows and storefronts.</p> <p><u>“Flashing, Animated or Oscillating Sign”</u> A sign that intermittently reflects lights from either an artificial source or from the sun; or has any illumination which is not maintained constant in intensity, color or pattern during all times the sign is illuminated; excepting time and temperature signs and changeable copy signs.</p> <p><u>“Freestanding Sign”</u> A sign supported by one or more uprights, braces, poles or similar components placed upon or into the ground and detached from any building.</p> <p><u>“Freeway-oriented Sign”</u> A permanent sign that advertises a business on the same parcel within a specified distance of the freeway (Interstate 10).</p> <p><u>“Frontage”</u> The length of a site along a street or other principal public thoroughfare, but not including such length along an alley or railroad.</p>
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	<p><u>“Future Tenant Identification Sign”</u> A temporary sign which identifies a future use of a site or building.</p> <p><u>“Government Sign”</u> A sign erected and maintained pursuant to and in discharge of any governmental function, or required by law, ordinance of other governmental regulation.</p> <p><u>“Grand Opening”</u> An initial building opening, a change in ownership of an existing business, a remodel of over fifty- percent (50%) of the floor area or a new business in an existing building. A Grand Opening is a promotional activity not exceeding thirty calendar days and occurring within two months of occupancy. A Grand Opening does not mean an annual or occasional promotion of retail sales by a business.</p> <p><u>“Going out of Business”</u> The closing of a building or business defined as an activity not exceeding thirty calendar days and within two months of a business ceasing activity.</p> <p><u>“Height of Sign”</u> The greatest vertical distance from the existing planned grade of the top of the curb or street frontage to the highest element of a sign. For sloped elevations, the height shall be measured from the midpoint of the sign and shall be applicable to the whole sign.</p> <p><u>“Holiday Decoration Sign”</u> An exempt form of temporary sign, in the nature of decorations, clearly incidental to and customarily associated with holidays.</p> <p><u>“Hotel/Motel Entry Sign”</u> A type of wall sign located at the main entrance to the hotel/motel being identified.</p> <p><u>“Identification Sign”</u> A sign that identifies the name, nature, logo, trademark, symbol or insignia, address, or any combination of the name, symbol and address of a building, business, development, or establishment on the premises where it is located.</p> <p><u>“Illegal Sign”</u> Any sign not in compliance with the provisions of this Chapter.</p> <p><u>“Illuminated Sign”</u> A sign with an artificial source of light for the purpose of illuminating the sign.</p> <p><u>“Inverted “T” Frame Signs”</u> A free standing sign usually in the form or shape similar to the letter “T” which is upside down or inverted. Such signs are usually designed to be portable; hence</p>
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	<p>they are not considered permanent signs.</p> <p>“Kiosk” An on-site or off-site sign or structure used for directing people to the sales office or models of a residential subdivision project, or a structural device having at least three sides used on public or private property for the purpose of directing vehicles or pedestrians to businesses.</p> <p>“Logo Sign” An established trademark or symbol identifying the use of a building.</p> <p>“Monument Sign” A low-profile independent structure supported on grade at the bottom of the sign with the appearance of having a solid base set in a landscaped area and incorporates the materials and architectural theme of the building(s) on the same property.</p> <p>“Multi-Tenanted Building” A building containing more than one (1) individual business within a shopping, professional or industrial complex.</p> <p>“Nameplate Sign” A sign not exceeding three square feet located on the premises, giving the name, address, or hours of operation of the business, and the owner or occupant of a building or premises.</p> <p>“Neon Sign” Any sign containing neon or other inert gaseous chemical that provides a visible discharge or that that glows.</p> <p>“Non-Commercial Mural” A graphic illustration or presentation, other than a sign of any type, that is painted or otherwise applied to an outside wall, façade, or surface of a building or structure, the primary purpose of which illustration or presentation is artistic, ideological, historical, or ethnic expression.</p> <p>“Non-Conforming Sign” A legally established sign which fails to conform to the regulations of this Chapter.</p> <p>“Off-site Advertising Sign” A sign or sign structure of any kind or character erected or maintained for advertising purposes of business activity or service not available on the premises upon which the sign is placed.</p> <p>“On-site Informational Sign” A sign commonly associated with, and not limited to, information and directions necessary or convenient for visitors coming on the property, including signs marking entrances and exits, parking areas, circulation direction, rest rooms, and pick-up and delivery areas.</p>
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	<p><u>“Open House Sign”</u> A temporary sign posted to indicate a salesperson is available to represent the property subject to sale, lease or rent.</p> <p><u>“Outdoor Advertising”</u> Any notice or advertisement pictorial and all such structures used as an outdoor display regardless of size or shape for the purposes of advertising property or any establishment or enterprise including goods and services which are not located on the same property as said advertising structure.</p> <p><u>“Outdoor Advertising Display”</u> Any goods displayed outdoors within the view of public right-of-way that are sold on the property upon which the goods are located.</p> <p><u>“Person”</u> Any individual, firm, partnership, corporation or other entity.</p> <p><u>“Pole Sign”</u> A form of freestanding sign that is supported by a single post and that post is less than ½ the overall sign width; excluding directional signs, outdoor advertising displays (billboards) and freeway- oriented signs.</p> <p><u>“Political Sign”</u> An exempt form of temporary sign that includes any temporary campaign sign which is intended to address a political, religious, civic, social or other issue, event or occurrence.</p> <p><u>“Portable Sign”</u> A sign that is not permanently affixed to a structure or the ground.</p> <p><u>“Promotional Sign”</u> A form of temporary sign to promote the sale of new products, new management, new hours of operation, new service or to promote a special sale.</p> <p><u>“Price Sign”</u> A sign limited to the name or identification of items or products offered for sale on the premises, and the price of the items or products.</p> <p><u>“Projecting Sign”</u> A sign other than a wall sign suspended from or supported by a building or structure which projects outward there from.</p> <p><u>“Pylon Sign”</u> A sign face that is elevated by one or two structural supports that is architecturally integrated with the design of the primary structure on the property excluding pole signs, directional signs, billboards and freeway- oriented signs.</p>
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	<p><u>“Real Estate Sign”</u> A temporary sign pertaining to the sale, lease, or rent of real property which may include the identification of the person or firm handling such sale, lease, or rent.</p> <p><u>“Residential Development Sign”</u> A permanent sign for the identification of a residential community, subdivision or development.</p> <p><u>“Roof Line”</u> The upper edge of any building wall or parapet exclusive of any sign tower for any flat roof structure, or a line halfway between the eave line and the ridge line of the roof, exclusive of any sign tower, or any gable-roof structure.</p> <p><u>“Roof Sign”</u> A sign affixed to, above, or erected over the eave or roof of any building, including the roof of any porch, walkway covering, or similar structure or any sign affixed to the wall or a building so that it projects above the eave line of a roof and which is wholly or partially supported by such buildings.</p> <p><u>“Shopping Center”</u> A group of at least five businesses, within a building or buildings, on a minimum 10-acre site which functions as an integral unit where common vehicular access to the street and common on-site parking facilities are provided.</p> <p><u>“Shopping Center Identification Sign”</u> A sign identifying a shopping center or a complex. For the purposes of this Section, a shopping center or complex shall be defined as a group of three or more retail, wholesale, industrial or professional uses utilizing common facilities including off-street parking, access and landscaping, not necessarily under single ownership.</p> <p><u>“Sight Triangle”</u> A triangular-shaped portion of land established at street intersections or at the intersection of a street and driveway in which no permanent structures are placed and where no vegetation or other obstructions are allowed between 30-inches above grade and 15 feet above grade to preserve the sight distance of motorists entering or leaving the intersection. For the purposes of this Section, the sight triangle is defined as twenty-five (25) feet from the property line parallel to the street and intersecting street or driveway.</p> <p><u>“Sign”</u> Any object, structure, device, figure, statuary, painting, display message, placard, or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, created, engineered, intended or used to announce, direct attention</p>
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	<p>to, or advertise, or to provide data or information in the nature of advertising, for any of the following purpose: to designate, identify or indicate the name of the business of the owner or occupant of the premises upon which the advertising display is located; or, to advertise the business conducted, services available or rendered, or the goods produced, sold, or available for sale, upon the property where the advertising display is erected.</p> <p>A sign shall not mean the actual display of merchandise or products for sale on the premises. Signs shall not include signs inside buildings except when they are located less than three feet behind a window and facing public view, or ornamentation, design, statuary, architecture, landscaping, pictures, paintings or other such art forms unless, in the case of any exceptions listed in this section, the attraction, because of location, size, use or the nature thereof, has the substantial effect of attracting attention for identification purposes when viewed from an outside public area. The intent of this definition is not to discourage product displays, design or art forms epitomizing simplicity, good taste and compatibility with the community's desired image.</p> <p><u>"Sign Area"</u> The entire copy face of the sign, including the surface, but excluding any framing, projections, or molding, and the support structure. Individual channel-type letters mounted on a building shall be measured by the area outlining the extreme limits of writing and enclosed by no more than eight lines.</p> <p><u>"Sign Face"</u> The surface or that portion of a sign that is visible from a single point as a flat surface or a plane and considered as such together with the frame and the background.</p> <p><u>"Sign Program"</u> A coordinated plan for signage for an individual building or group of buildings. The sign program will identify the placement and size of all signs, as well as the materials and method of illumination to provide consistency among signs and compatibility with the building(s) architecture.</p> <p><u>"Single Faced or Sided Sign"</u> A sign with copy on one side of the sign placed parallel to the right-of-way so that one side of the sign is legible and the opposite side of the sign is blank.</p> <p><u>"Temporary Sign"</u> A sign, pennant, banner, valance or advertising display intended to be displayed for a limited period of time.</p> <p><u>"Temporary Subdivision Sign"</u> A temporary sign pertaining exclusively to the development or sale of residential land</p>
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	<p>subdivisions and located within the same subdivision.</p> <p><u>“Vehicle Sign”</u> A sign which is attached to, painted on, placed upon or suspended from a vehicle or trailer, either operable or inoperable when located or displayed such that the principal purpose of which is to display the purpose of the sign.</p> <p><u>“Wall Sign”</u> A sign attached to, painted on or erected on the exterior wall of the building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of, the sign with the exposed face of the sign in a plane approximately parallel to the plane of the exterior wall of the building and not extending above the eave line.</p> <p><u>“Warning Sign”</u> A sign limited to messages of warning, danger, or caution</p> <p><u>“Wind Activated Sign”</u> A sign or object, some or all of which is moved by wind as a method of attracting attention.</p> <p><u>“Window Sign”</u> A sign that is applied or attached to a window or located in such a manner that it can be seen from the exterior of the structure.</p>
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9.62.030 Procedures

- A. Permit Required. Notwithstanding other provisions of law, and except as noted otherwise in this Chapter, it is unlawful for any person to erect, alter, relocate, or to permit the erection or alteration of a sign, including painted signs, unless otherwise excepted by this Chapter, upon any property without first obtaining a written Sign Permit from the Planning Department and Building Permit. No permit is required for Exempted Signs specified in Section 9.62.050.
- B. Business License. All businesses requesting a Sign Permit pursuant to this Chapter including but not limited to sign companies installing signage within the City Limits shall have a valid Cathedral City Business License.
- C. Application for Sign Permit. Application for a Sign Permit shall be made on a form provided by the Planning Department and shall be accompanied by a fee as established by Cathedral City Council Resolution. The applicant shall submit four sets of dimensioned plans to scale. At least one of the four sets shall include elevations and sign faces in color. The Sign Permit Application shall include the following information:

1. The location and size of all existing and proposed buildings or structures on the property (including linear feet of frontage facing each public right-of-way and parking lot);
2. The location of off-street parking facilities including major points of entry and exit for motor vehicles where directional signs may be proposed;
3. The design, size, colors, materials and lighting proposed, and the proposed location of the sign or sign structure on the property (color and material samples shall be submitted);
4. The method of attachment of the sign to any structure, the footing details for freestanding signs and the electrical details for illuminated signs;
5. Location of any easements and utilities encumbering the property on which the sign(s) will be placed;
6. A written statement, diagrams or pictures identifying sizes and dimensions of all other signs existing on the property, under the control of the applicant;
7. A written statement, diagrams or pictures identifying the size, square footage of sign and method of calculation, and color relationships of such sign or sign structure to the appearance and design of existing or proposed buildings and structures on the property;
8. Such other information as the Planning Department may reasonably require to demonstrate full compliance with this Chapter and all other Ordinances of the City of Cathedral City.

D. Master Sign Program

1. **Purpose.** A Master Sign Program is intended to integrate project signs into the architectural design of the site, thereby creating an architectural statement of high quality. A Master Sign Program provides a flexible means of applying and modifying the sign regulations in this Chapter to ensure high quality in the design and display of multiple permanent signs for a project or use and to encourage creativity and excellence in the design of signs. It is expected that the design quality of signs proposed under a Master Sign Program will be of a superior quality and creativity to those that might result through the normal sign permit process. A Master Sign Program shall include provisions for temporary signs in accordance with this Chapter where temporary signs are desired by a project applicant.
2. **Applicability.** The requirement of a Master Sign Program shall be required whenever any of the following circumstances exist:

- a. Whenever more than one separate nonresidential tenant space is created on the same parcel;
 - b. Whenever six or more permanent non-exempt signs are proposed for a single use; or;
 - c. When the project has special project characteristics requiring a Master Sign Program. Such characteristics include the size of proposed signs, limited site visibility, a business within a business, the location of the site relative to major transportation routes, etc.;
 - d. When unique, creatively designed signs are being proposed pursuant to section 9.62.030(F).
- 3. Approval authority.** A Master Sign Program shall accompany applications for Design Reviews and Conditional Use Permits. If structures already exist but are being modified, a Master Sign Program shall be approved by the City Planner before the issuance of a Building Permit. The City Planner shall approve or deny a Sign Program based upon the regulations and requirements as specified in this Chapter.
- 4. Modification of regulations.** A Master Sign Program may include sign regulations that allow for less restrictive sign regulations so long as those regulations are approved by the Planning Commission and supported by findings. The Planning Commission may allow modifications relating to sign area, number of signs, height, and location. Less restrictive provisions in a Master Sign Program shall not include signs that are otherwise prohibited by this Chapter.
- 5. Application requirements.** A Master Sign Program shall include all information and materials required by subsection 9.62.030(c) and the Planning Department, and the filing fee in compliance with the Council's Fee Resolution.
- 6. Findings.** In order for the City Planner to approve a Master Sign Program, the following findings shall first be made:
- a. The Master Sign Program complies with the purpose and intent of this Chapter, including the requirements set forth for both temporary and permanent signage in Section 9.62.090 and other special provisions as specified in this Chapter;
 - b. The proposed Master Sign Program enhances the overall development, surrounding structures, and is in harmony with other signs included in the plan;
 - c. The Master Sign Program complies with the standards of this Chapter, except that flexibility is allowed in the Planning Commission's interpretation of appropriate sign area, number, location, and/or height to the extent that the Master Sign

Program will enhance the overall development, achieve superior quality design, and will more fully accomplish the purposes of this Chapter.

7. Revisions to Master Sign Programs.

- a. Revisions to Master Sign Programs shall be approved by the City Planner so long as the revision is consistent with the requirements of this Chapter and the appropriate findings can be made.
- b. Revisions that would substantially deviate from the original approval shall require the approval of a new Master Sign Program to be approved by the City Planner.

E. Review of Sign Application and Issuance of Permit

1. When a Design Review or Conditional Use Permit application for a project is submitted, a Master Sign Program shall be submitted at the same time.
2. The Planning Department shall review the application and supporting information for the Sign Permit and/or Master Sign Program. Should the application not be complete, or should the application fail to comply with the provisions of this Chapter, the City Planner shall notify the applicant in writing of how the application is incomplete, or how it does not comply with this Chapter;
3. All Sign Permit and Master Sign Program applications shall be reviewed by the Planning Department. The City Planner shall approve any application subject to the following criteria:
 - a. The sign is consistent with this Chapter;
 - b. The sign does not constitute a detriment to public health, safety and welfare;
 - c. The sign is necessary for the applicant's enjoyment of substantial trade and property rights;
 - d. Size, shape, color, lettering, placement and architectural style of the sign are compatible with and bears a harmonious relationship to the building, and/or site on which it is located;
 - e. Both the location of the proposed sign and the design of its visual elements, lettering, colors, decorative motifs, spacing and proportions are legible under normal viewing conditions prevailing where the sign is to be installed;
 - f. The location and design of the proposed sign do not obscure from view or unduly detract from existing adjacent signs;

- g. The location and design of the proposed sign, its size, shape and color will not detract from or cause depreciation of the value of adjacent properties;
 - h. The location and design of a proposed sign in a commercial or industrial district which is in close proximity to any residential districts do not have any adverse effect on the value and character of the adjacent residential district; and,
 - i. The proposed sign is in compliance with all of the applicable City codes, including but not limited to electrical codes; and
 - i. The supporting members of a sign appear to be free of any unneeded, angle iron, guy wires, cables, or similar supporting devices. The support shall appear to be an architectural and integral part of the building or structure.
5. Every sign erected in the City shall be subject to inspection by the Building Department for compliance with applicable City Codes and Ordinances.

F. Creative Sign Permit

- 1. Purpose.** This Section establishes standards and procedures for the review and approval of Creative Sign Permits. The purposes of the Creative Sign Permit are to:
 - a. Encourage signs of unique design that exhibit a high degree of imagination, inventiveness, spirit, and thoughtfulness; and
 - b. Provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the City, while mitigating the impacts of large or unusually designed signs.
- 2. Applicability.** An applicant may request approval of a Creative Sign Permit in order to allow standards that differ from the provisions of this Chapter but comply with the purpose and intent of this Chapter.
- 3. Application requirements.** A Creative Sign Permit application shall include all information and materials required by Section 9.62.030(c) and the filing fee in compliance with the City Council's Fee Resolution.
- 4. Approval authority.** An application for a Creative Sign Permit shall be subject to review by the Architectural Review Committee. The Architectural Review Committee shall make their recommendation to the Planning Commission.
- 5. Findings.** In approving an application for a Creative Sign Permit, the Planning Commission shall ensure that the proposed sign meets the following design criteria.

a. Design quality. The sign shall:

- i. Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area;
- ii. Be of unique design, and exhibit a high degree of imagination, inventiveness, spirit, and thoughtfulness; and,
- iii. Provide strong graphic character through the imaginative use of color, graphics, proportion, quality materials, scale, and texture.

b. Contextual criteria. The sign shall contain at least one of the following elements:

- i. Classic historic design style;
- ii. Creative image reflecting current or historic character of the City; or,
- iii. Inventive representation of the logo, name, or use of the structure or business.

c. Architectural criteria. The sign shall:

- i. Utilize or enhance the architectural elements of the building; and,
- ii. Be placed in a logical location in relation to the overall composition of the building's facade and not cover any key architectural features and details of the facade.

d. Impacts on surrounding uses. The sign shall be located and designed not to cause significant light and glare on adjacent residential land uses.

9.62.040 Exempt Signs

A. The following signs shall be exempt from a Sign Permit Application:

1. Name/Address plate or window sign limited to one at the primary public entrance to the structure not exceeding 3 square feet and limited to business identification, hours of operation, address, and emergency information.
2. Signs within a structure not visible from the outside;
3. Memorial wall signs and plaques less than four square feet in area;
4. Official and legal notices issued by a court or governmental agency;

5. Official flags of the United States, State of California, and other flags of the nations, counties, municipalities; official flags of foreign nations, and nationally or internationally recognized organizations;
6. Election and/or signs, in compliance with Section 9.62.000A of this Chapter;
7. Incidental signs showing notices of services provided and required by law, trade affiliations, and the like, attached flat to the structure of the building; provided that all of the following conditions exist:
 - a. The signs number no more than 4;
 - b. No such sign projects beyond the property line;
 - c. No such sign shall exceed an area per face of 3 square feet; and,
 - d. Signs may be double faced.
8. Directional signs as a part of a Sign Program to aid vehicle or pedestrian traffic provided that such signs are located on site, have a maximum area which does not exceed 3 square feet, have a maximum overall height of 4 feet above grade, and are mounted on a monument or architecturally decorative pole. Such signs may be located in the required setback provided that a minimum distance of 5 feet from any property line is maintained. Maximum height of any sign within the required Sight Triangle at an intersection is 30 inches. Directional signs shall comply with the color palette and design theme established in an approved Sign Program for a site;
9. Traffic regulatory or other signs of governmental agencies, signs required by law or contract with a governmental agency, railroad crossing signs, legal notices, PM-10, and such temporary, emergency or non-advertising signs as may be authorized by the City Council or required by another governmental agency;
10. Warning signs of public utility companies, law enforcement or public agencies indicating danger or which serve as an aid to public safety or which show the location of underground facilities or public telephones;
11. Holiday signs, lighting, decorations to celebrate holidays and local celebrations/events that are erected, assembled or installed no more than 60 days prior to the event, and removed no later than 15 days after the event. No such signs or decorations shall be placed within defined Sight Triangles;
12. Temporary signs in compliance with this Chapter;
13. Pedestrian-oriented portable “A-frame” signs located on private property subject to the provisions of this Chapter with an approved Master Sign Program. Such signs shall be professionally designed and constructed, not placed within public right-of-

way, and shall be located within ten feet of the main pedestrian entrance to the business. One such sign shall be permitted per business.

14. Temporary and/or Permanent Window Signs and displays subject to the following provisions:

- a. Signs shall be exempt from the permit process and allowed only on windows located on the ground floor and second story of a building frontage in compliance with Section 9.62.090 (B) (17);
- b. Signs within three feet of a storefront window shall be counted as a window sign; and,
- c. Window signs shall be allowed in addition to the aggregate sign area allowed for wall and projecting signs.

15. Governmental or other legally required posters, notices, or signs including but not limited to courts or public officials, State certified smog check stations, California Lottery sales points and Department of Health Restaurant grading certificates. Such signs shall not exceed the size requirement established by the governing agency. If no size requirement has been established, such signs shall not exceed three (3) square feet;

16. Help wanted signs, temporary in nature and posted a window not to exceed 3 square feet, or in an approved banner location per the Master Sign Program requirements of this Ordinance;

17. Credit cards and service decals displayed by the pedestrian entry to the establishment in a contiguous area not to exceed one square foot located behind the glass.

18. Address numbers, not exceeding 12 inches high.

19. Building Industry Associate (BIA) Blade Signs and other blade signs or master directional signage in or adjacent to public right-of-way as approved by the City Traffic Engineer and the City Council; and,

20. Nothing contained in this Chapter shall prevent the erection, construction, or maintenance of official traffic, fire, and police signs, temporary traffic-control signs used during construction and maintenance of utility facilities and substructure location and identification signs and markers required to protect these facilities, devices, and markings of the State Department of Transportation, the Cathedral City Council, or of other competent public authorities, or the posting of the notices required by law.

9.62.050 Prohibited Signs

A. Any sign not specifically authorized by the Sign Ordinance shall be prohibited unless required by law or utilized by a proper governmental agency. The following signs are expressly prohibited in the City:

1. Abandoned signs;
2. Signs which are unsafe or a danger to the public
3. Signs which rotate, move, flash, reflect, blink, or appear to do any of the foregoing, either self- or human-powered, shall be prohibited regardless of the location of the sign, unless required by law or utilized by a proper governmental agency. Approved changeable copy signs are exempted;
4. Signs on public or private property that project over or into the public right-of-way, unless otherwise authorized by this Chapter;
5. Any permanent or temporary off-site signs except approved billboards, vehicle signs or directional signage as approved by the City Council;
6. Temporary, portable freestanding and A-frame signs except as otherwise provided in this Chapter;
7. Advertising devices or signs which may injure public health, safety or welfare, such as cranes with hanging vehicles, or hanging signs from equipment to gain public attention;
8. Advertising displays outside buildings except those permitted on a temporary basis herein;
9. Commercial murals;
10. Roof signs, (except mansard roofs where there is no other signage opportunity);
11. Pole signs (except approved billboards or freeway oriented signage using a monopole structure);
12. Internally illuminated cabinet signs with white translucent background plex;
13. Signs that have neon tubing around the perimeter of windows, doors or storefronts;
14. Signs with exposed raceways, ballast boxes, transformers, crossovers or conduits, unless otherwise approved, in writing, by the City Planner and Chief Building Official or the Planning Commission;
15. Any sign that encumbers ingress to or egress from a door, window or fire escape and any sign placement or method of attachment that could serve to hinder, delay, or render inaccessible or inoperable emergency equipment including but not limited to fire hydrants, fire escapes, fire alarms and stand pipes;

16. Signage placed within a Sight Triangle of any intersection or driveway, or as to unreasonably interfere with traffic visibility including placement, maintenance, or display upon, or in view of, any street or highway any unofficial sign, signal, or device, or any sign, signal, or device which purports to be or is an imitation of, or resembles, an official traffic control device or which attempts to direct the movement of traffic or which obstructs the view of any official traffic control device;
17. Illuminated signs located fewer than fifty feet from a single family residential zone;
18. Any rider type sign(s) bolted, tagged or tacked onto another sign that is not a part of an approved sign permit;
19. Any sign located on the third or higher story shall be prohibited except for those in conjunction with a resort hotel, building name or commercial logo as permitted by this Section a part of Design Review approved by the Planning Commission;
20. Signs in residential zones advertising home occupations; and,
21. Signs displaying obscene matter.

9.62.060 Temporary Sign Provisions

A. Political and Election Signs

Election signs shall be exempt from sign permits and Master Sign Programs but shall be erected in accordance with the following provisions:

1. Any Election shall be removed within fifteen (15) days after such election, campaign or event with the exception of political signs not connected to a campaign shall have no time limit.
2. No Election or Political sign shall be placed or erected on any premises within the City without the consent of the owner or tenant of such premises.
3. Election or Political signs shall not be placed, attached or erected on public property, or in the street right-of-way, including but not limited to utility poles, sign poles, trees, fences, walls and public buildings;
4. No Election or Political shall be placed in such a manner as to pose a visibility hazard to pedestrian or motor vehicle traffic and no sign shall obstruct a Sight Triangle at intersections;
5. Election or Political signs on residential or a vacant residential sites the cumulative signage shall be a maximum of sixteen (16) square feet in area per street frontage and erected to a maximum height of five feet. On commercial, industrial or vacant

commercial or industrial sites, the cumulative sign area shall be a maximum of thirty-two (32) square feet in area per street frontage and erected to a maximum height of seven feet except as otherwise provided in this Chapter; and,

- a. For the purpose of this Section, "residential site" means a lot or parcel which has a residential use or structure built on it and "commercial or industrial site" means a lot or parcel which has a commercial or industrial use or site on it. Residential, commercial or industrial site is not intended to reflect the zoning of the property.

6. The City Manager or his/her authorized designee shall be authorized to remove any election, campaign or political sign found posted on public property or in the public right-of-way within the corporate limits of the City.

B. Garage Sale Signs

1. Garage sale signs shall be in compliance with Chapter 5.35 of the Cathedral City Municipal Code.

C. Temporary Sign Program / Special Event Signs

- 1. Temporary / Special Event Sign Permit required.** A Temporary Sign Program shall be approved by the City Planner before the placement of *any* temporary sign on a structure or on private property unless otherwise exempted pursuant to this Chapter. The City Planner shall approve an any application for a temporary sign permit subject to the following criteria:
 - a. No Temporary / Special Event Sign shall be erected unless it is a part of an approved Temporary Sign Program;
 - b. Temporary / Special Event signs shall be allowed only where permanent signs are allowed;
 - c. All signage shall be maintained in good repair and condition, and in the same condition as originally permitted and installed.
 - d. If a Special Use Permit is required, a Temporary Sign Program shall be submitted concurrently for processing.
 - e. Signage listed in Section 9.62.090 shall be permitted as a part of a Temporary Sign Program.
 - f. Temporary Portable Signs, not exceeding 12 square feet, shall be permitted as a part of a Temporary Sign Program. Table 9.62-1 provides standards for both pedestrian and vehicular oriented Temporary Portable Signs. The City Planner

shall approve an application for a Temporary Portable Signs so long as the sign meets all of the following requirements:

- i. No portable signs shall be permitted without prior approval of a Temporary Sign Program application.
- ii. Portable signs shall not be set within, or extend into, the public right-of-way or line of sight triangle.
- iii. Portable signs shall be secured to the ground to assure stability under all weather conditions. Weighting the base with sand bags or similar objects does not meet this condition.
- iv. Portable signs shall be removed during non-business hours.
- v. Portable signs shall not be illuminated.
- vi. Vehicular Oriented Portable signs shall be spaced at least 75 feet apart or at least 75 feet to the nearest portable or temporary sign. Pedestrian Oriented Portable Signs shall be placed within 10 feet of the primary pedestrian entrance to a business, not to exceed one such sign per pedestrian entry per street frontage.
- vii. Portable Sign Structure shall be approved as a part of the Temporary Sign Program. All Portable Signs and Portable Sign Structures shall be professionally fabricated.
- viii. Portable Signs shall only be permitted on Commercial and Industrial properties and not located on vacant parcels.

D. Searchlights.

Searchlights may be permitted only in conjunction with review and approval of a Special Use Permit application, pursuant to Chapter 9.68.

9.62.070 Special Sign Provisions

A. Off-Site Signs – Billboards

1. Outdoor Advertising Displays (Billboards). No person shall erect or maintain an billboard within the city except in accordance with this section.
 - a. Maximum Number. No more than twenty-three billboards are permitted on land under the jurisdiction of the City, not including the land controlled by the Agua Caliente Band of Cahuilla Indians;

- b. Survey. A survey shall be conducted that provides a photograph of each display, the location of each display, the owner of the display, and whether the display is on Tribal land. The locations and maximum number of displays permitted within the city shall be as defined in the survey.
2. Replacement of Billboards. If an existing Billboard display is permitted to be replaced pursuant to this Chapter, the replacement display and its foundation shall be located in the same exact location upon the same parcel of property where the existing foundation was laid and the existing display was constructed, and the replacement display shall be constructed in strict conformity with the following standards:
- a. Height. Billboards shall not exceed a height of thirty (30) feet above the road bed of the adjacent Interstate or street or a maximum overall height of thirty feet above grade on which it is constructed, whichever is greater. The lowest portion of the display shall not be less than sixteen (16) feet above the roadbed of the adjacent Interstate or street, whichever is greater;
 - b. Number of Faces. Billboards shall have a maximum of two (2) faces. Back to back and V-type displays are allowed, providing they are on the same structure and provided that the V-type display has a separation between faces of not more than twenty (20) feet at one end;
 - c. Face Size. Billboards placed adjacent to Interstate 10 shall have a maximum sign face of seven hundred (700) square feet, each face. Billboards placed on all other streets shall have a maximum sign face area of four hundred square (400) feet, inclusive of extensions;
 - d. Poles. Billboards are allowed a maximum of one structural support pole (monopole). For the purposes of this Chapter, Billboards are not considered a pole sign. The pole width shall not exceed the minimum necessary to structurally support the display;
 - e. Lighting and Illumination. Billboards may be illuminated provided that no source of illumination is visible beyond the display face. Displays making use of lights to convey the effect of movement or flashing intermittent or variable intensity shall not be permitted;
 - f. Tri-Vision Outdoor Advertising Displays. Tri-Vision Billboards are allowed when located within five hundred (500) feet of a signalized intersection. The dwell time for each display must remain stationary for at least a period of ten (10) seconds. Turn time from one display to the next shall be within two (2) seconds;
 - g. Display of Movement. Billboards shall not move, rotate, flash or display any moving and/or rotating parts. No propellers, flags or other noise creating devices

and no architectural embellishments, which utilize mechanical or natural forces of motion, shall be permitted;

- h. Setbacks. Billboards shall not be erected within an established setback or within a public right-of-way or future public right-of-way. The display edge shall be setback a minimum of two (2) feet from the property line and the structural pole shall be setback a minimum of ten (10) feet from the property line;
- i. Placement. In no case shall a display obstruct reasonable sight lines for streets, sidewalks, or driveways. No outdoor advertising signage shall be placed in a sight triangle;
- j. Identification. Billboards shall have securely fastened to each face of the display and clearly visible from the public right-of-way, the name of the company responsible for maintaining the display;
- k. Displays on Improved Land. Displays on improved land shall be integrated in to the existing development and shall include landscaping, consistent with the existing development, around the base of the display;
- l. Application. Alterations or replacement of a Billboard shall require a sign permit application; and,
- m. Displays on Tribal Land. Billboards on Tribal land shall conform to Ordinance No. 13, as amended, of the Agua Caliente Band of Cahuilla Indians, entitled "Tribal Ordinance Controlling Outdoor Advertising Displays".

B. Off-Site Signs on Public Property. Private advertising signs including Master Directional Signage may be placed on structures in the public right-of-way, including bus shelters, if there is a licensing agreement approved by the City Council authorizing such off-site signs on public property. An application for a Sign Permit must be reviewed by the City Traffic Engineer and approved by the City Council prior to the construction of off-site signs on public property. The applicant and the owner of the sign shall comply with the provisions of this Title regarding sign construction and maintenance standards.

C. Downtown Signs

- 1. Purpose. This Section shall pertain to the Mixed-Use Commercial (MXC) Zone of the Downtown Area. Where a particular standard is not addressed, other sections of this Chapter shall apply;
- 2. Design. Signs shall be architecturally compatible with a building's architectural style in regard to size, color, materials and illumination. Overall proportions of the structure on which the sign is located shall guide the design of signs:

- a. Signs shall be located on parapets, towers, turrets, recessed wall areas and/or other architectural features specifically designed for them;
 - b. Signs shall be creative and emphasize artistic expression, especially when located in the Pickfair Core area of the Downtown. Unconventional materials and bold colors should be explored when creating signage for the Downtown;
 - a. Freestanding business identification signs in the Pickfair Core should be pedestrian oriented in nature (size and location) and should not attempt to gain the attention from vehicles traveling on surrounding streets. Changeable copy signs for theater marquees shall be an exception to this subsection; and,
 - b. All buildings containing two (2) or more tenant spaces shall submit a Master Sign Program for review and approval to the Planning Department. This Master Sign Program will be subject to review and approval of the City Planner. The City Planner shall use the guidelines and requirements provided in subsection 9.62.070(c) in approving or denying an application.
3. Sign Materials and Lighting. Basic channel letters (individual internally illuminated plastic or metal letters) and can signs (internally illuminated plastic panels within a sheet metal box enclosure) are not permitted. The City Planner shall use the following guidelines when considering a Downtown Sign Program application::
- a. Signboards made of solid wood or metal with painted or engraved letters, or mounted letters of wood or metal are permitted;
 - b. Silhouette, or figurative signs with symbols and/or ornamental figures made of wood, metal or neon are permitted;
 - c. Exterior-mounted custom neon signs mounted on walls or on a signboard or metal support frame or enclosure, or interior mounted behind clerestory windows are permitted;
 - d. Internally illuminated signs with lighting inside and/or behind the sign (halo-lit) are permitted; and,
 - e. Lighting fixtures that illuminate the top or bottom of signs with single or multiple spotlights shall be screened in a manner to minimize light and glare unless said lighting fixtures are an integral part of the architecture of the building to which they are attached.
4. Permitted Signs. Wall signs, flush mounted or painted.
- a. Awning and canopy signs, pursuant to the regulations contained herein. Plastic awnings or illuminated “balloon” awnings are not allowed; and,

- b. Directory signs shall be allowed in pedestrian areas for multi-tenant office buildings or commercial centers.
- c. All building mounted signs shall not exceed one (1) square foot per one (1) linear foot of tenant, street or parking lot frontage, and shall not exceed one hundred (100) square feet in total area.
- d. Banners in MXC Zone where specific location and size are approved by the City Planner must be maintained in the same condition as originally approved and installed. Banners in the MXC zone that exceed the maximum size permitted in Table 9.62-1 may be approved by the City Planner.

D. Auto Center Signs.

- 1. Any dealership of new automobiles having an area of one acre or more shall comply with the provisions of this Chapter with respect to sign type, location, dimension and operation as specified, except as contained herein. A Master Sign Program shall be submitted for each dealership. The City Planner shall approve an application for a Master Sign Program for Auto Center signs so long as the sign meets all of the following requirements:
 - a. Main freestanding identification signs shall be limited to one monument sign per automobile manufacturer or product line for each street frontage not exceeding fifty square feet in area and seven feet in height. Freestanding monument signs shall be separated by at least a distance of 75 feet.
 - b. Attached wall signs shall be limited to one auto dealership name per street frontage, and one auto manufacturer or vehicle line sign per street frontage. The total area of signage for each side of a structure facing public right-of-way or parking lot shall not exceed one square foot per linear foot of frontage, or 1 ½ square foot per linear foot of frontage if the structure is set back at least 100 feet from the public right-of-way. The signs shall be attached to the building fascia and shall not exceed 2/3 the height of the fascia.
 - c. Directional signs shall be limited to either monument signs not exceeding three feet in area and four feet in height, or attached wall sign not exceeding six square feet in area.
 - d. Monument signs shall match the design of the main freestanding sign. Directional signage shall be architecturally consistent with other signage as a part of the Master Sign Program.
 - e. All signage for new automobile dealerships shall be designed in a manner that integrates it with the project design and architecture through the use of common

elements pertaining to scale, style, material, color, lettering, illumination, construction and location.

2. Privately or publicly financed auto center identification signs which are within public or private easements adjacent to the Cathedral City Auto Center shall approved by the City Planer provided permits are obtained and the following criteria are met:
 - a. Auto center identification signs may be located adjacent to the Cathedral City Auto Center at the intersection corners of Auto Park Drive and Perez Road at East Palm Canyon Drive and the intersection corners of Kyle Road at Perez Road.
 - i. Changeable copy or other non-related advertising copy is prohibited as a part of any Auto Center identification sign.
 - ii. Each sign shall contain graphic identification of either the name of the center or
 - iii. Name or logo of the city and said individual letters or graphic shall be at least twelve inches in height.
 - iv. Said signs shall not encroach within any street right-of-way.
 - v. Said signs shall not exceed a graphic area of fifty square feet nor a height of twenty feet as measured from the top of the nearest street curb.
 - vi. Each sign shall be internally illuminated.
 - vii. The design of the sign shall incorporate the materials, color, and architectural theme of the Auto Center.
3. Auto manufacturer monument signs (signs designed to advertise individual auto manufacturers whose new motor vehicles are sold within the Auto Center by the various auto dealers) are permitted whether or not said manufacturer's advertisement is located on or adjacent to the dealer selling said manufacturer's vehicle. The City Planner shall issue the permits so long as the following criteria are met:
 - a. A master agreement shall be established by the Auto Center Dealer's Association to administer the graphic program to contain:

- i. An equitable allocation formula for all existing and future dealerships;
 - ii. Location of signs to be limited to East Palm Canyon Drive and Perez Road;
 - iii. Maximum number of signs not to exceed an average spacing of eighty feet although signs may be clustered in groups closer than eighty feet; and
 - iv. Approved design concept including uniform color/graphic styles, materials, illumination, sign enclosure, and support structure.
 - b. Said signage shall only identify the name or logo of the manufacturer. Model name, dealer identification or other miscellaneous information shall be prohibited.
 - c. The maximum sign height shall be five feet measured from the adjacent ground level.
 - d. The maximum sign area shall be ten square feet.
 - e. If signs are lighted, lighting shall be limited to internal illumination.
 - f. Signs shall be situated in a manner to assure adequate sight distance from street intersections and drives.
4. Temporary Signs. Temporary signs, including advertising devices, are allowed without a sign permit so long as the criteria below are met:
- a. Any sign that becomes faded, torn, broken, loose, ragged, etc., shall be removed immediately.
 - b. When permitted, signs within street rights-of-way shall be limited to banners and other flexible material.
 - c. These regulations apply to all new auto and truck sales establishments as defined therein.
 - d. A temporary advertising device permitted under this section shall be removed if the City Planner finds that the sign constitutes a traffic hazard or a nuisance to adjacent or surrounding properties or the public at large, or is detrimental to the public convenience or welfare.

- e. Temporary signs that encroach into public right-of-way may be permitted with review of the City Traffic Engineer, approval of the City Council and issuance of an encroachment permit and all the criteria set forth above are met.
- E. Noncommercial Murals – Noncommercial murals are regulated by the Cathedral City Public Arts Commission.
- F. Neon Tubing
 - 1. Neon tubing around the perimeter of a building as an architectural design element is permitted and subject to the following provisions:
 - a. Application shall be made for an Administrative Design Review application;
 - b. Neon shall be reviewed on a case-by-case basis and shall not be counted toward the overall allowable sign area for any specific business or building; and,
 - c. When reviewing the request for neon perimeter tubing, at least the following shall be considered: the location of the neon on the building, the color(s) of the neon, and architectural compatibility to both the building in question and neighboring buildings.
- G. Changeable Copy Sign Provisions (General)
 - 1. Unless otherwise specified, changeable copy signs shall be electronic and are permitted with an approved Sign Permit approved by the City Planner so long as the following criteria are met:
 - a. The sign is for the advertising of upcoming or current entertainment, events and/or programs associated with one of the following approved uses:
 - i. Movie Theater Marquees
 - ii. Performing Arts Theater
 - iii. Auditoriums
 - iv. Nightclub/Cabaret
 - v. Public Uses (e.g. Community Center, Library)
 - vi. Place of worship
 - vii. Schools (public or private)
 - viii. Automobile dealership
 - b. Changeable copy signs shall not be allowed as part of shopping center signs or in conjunction with the operation of a Adult Oriented Business;
 - c. Those uses listed herein may be permitted one changeable copy sign of either a monument or wall type. The height and area of such signs shall be regulated by the maximum sign area limits established herein. Of the total allowable sign area,

up to a maximum of 75% of the area may be dedicated to the changeable copy format whereas the remainder must be made up of permanent business identification;

- d. A changeable copy sign in conjunction with off-site advertising that meets the definition of "Outdoor advertising structure or billboard" is prohibited;
 - e. A changeable copy sign shall be designed as an integral portion of the businesses monument, marquee or wall sign and be compatible with the design and character of the development and the surrounding area;
 - f. Sign height and mass shall be of an appropriate scale and relationship to the buildings on site and adjacent to the street, and shall not be a detriment to public safety;
 - g. Except as provided under Section 1 a., marquees with the primary visibility from an on-site parking lot or pedestrian sidewalk area, cabinet signs with white translucent backgrounds shall be prohibited;
 - h. Permitted cabinet signs may be internally lit; and,
 - i. Changeable copy including electronic time and temperature signage shall be considered as a part of the allowable sign area and integrated with the design of the sign as a part of the Sign Program. The change between time and temperature modes shall take place at intervals at no less than ten (10) seconds.
2. The City Planner shall approve an application for an electronic changeable copy sign for any commercial business not listed in Section 9.06.070(g)(1)(a), above, provided all of the following are met:
- a. The changeable copy sign is part of an overall monument sign for a business and shall be designed as an integral and subordinate portion of the business' monument sign;
 - b. Changeable copy signs shall not be allowed as part of shopping center signs;
 - c. The number of changeable copy signs shall be limited to the allowable number of monument signs as defined by this Title. The height and area of such signs shall be regulated by the maximum sign area limits established herein. Of the total allowable sign area, up to a maximum of twenty-five percent (75%) of the area may be dedicated to the changeable copy format whereas the remainder must be made up of permanent business identification;
 - d. Off-site advertising that meets the definition of "outdoor advertising structure or billboard," is prohibited. All messages shown on the changeable copy shall directly relate to the goods or services for offer at the property on the site on which the sign is located;

- e. All changeable copy signs must be electronic in nature with the exception *as* outlined in Section 9.06.070(g)(1)(a).. Manual changeable copy shall not be permitted including, but not limited to plex, plastic, vinyl or any other material that may be physically removed; and,

H. Changeable Copy Gasoline (Fuel) Price Signs

1. Gasoline (and other fuel) price signs pursuant to Section 13531 of the Business and Professions Code of the State of California are permitted with an approved Sign Permit. Such signs are limited to one per street frontage, and in no case shall an individual gasoline grade price sign exceed four (4) square feet in area;
2. Monument signs that advertise the business in conjunction with gasoline price signs shall not exceed a total of thirty-two (32) square feet. The gasoline (and other fuel) price portion of the sign shall not exceed sixteen (16) square feet;
3. Monument signs that advertise two (2) or more businesses in conjunction with fuel price signs shall not exceed thirty-six (36) square feet.

9.62.090 Permitted Sign Schedule

The following Table 9-62-1 identifies the signs permitted in each of the land use districts. In addition to the following regulations, all signs must be in compliance with all other provisions of this Chapter pertaining to signs.

Table 9-62-1 Sign Requirements								
CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
<i>A. General Signage - Temporary</i>								
1. Construction (Large, Temporary, including Future Tenant Identification sign)	Freestanding	All Commercial, Industrial and Residential (5 units or greater)	1 single faced sign per street frontage parallel to street	32 square feet.	7 feet	Located so as to not create a traffic hazard; not within Sight Triangle and not within public right-of-way.	Yes, if illuminated downward with full cut-off.	a. Temporary sign renewed on annual basis. b. Sign shall be removed prior to issuance of a Certificate of Occupancy or final inspection. c. Signage shall not be fence mounted.
2. Construction (Small, Temporary, including Future Tenant Identification sign)	Freestanding	All Zones and Residential 4 units or less	1 sign per street frontage.	4 square feet per sign face.	5 feet.	Located so as to not create a traffic hazard; not within Sight Triangle and not within public right-of-way	No.	a. Authorized upon issuance of a grading or building permit. b. Sign shall be removed prior to issuance of a Certificate of Occupancy or final inspection. c. Not to be combined with large construction sign.

**Table 9-62-1
Sign Requirements**

CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
3. Open House and Model Home (Temporary)	Directional	Residential	3	4 square feet	3-feet	Outside public right-of-way and not within Sight Triangle	No	No permit required.
4. Real Estate Sales, Lease or Rent Signs (Temporary)	Freestanding	PPO NBP PLC PCC CBP I-1	1 per street frontage (2 maximum, can be double sided)	32 square feet per sign face	7-feet	Outside public right-of-way and not within Sight Triangle	No	Sign shall be removed within 15 days after close of escrow, rental or lease has been accomplished or upon issuance of a Certificate of Occupancy, whichever is earlier.
5. Real Estate Sales, Lease or Rent (Temporary)	Freestanding	All Residential Zones	1 per street frontage (2 maximum)	4 square feet	7-feet	Outside public right-of-way and not within Sight Triangle	No	Sign shall be removed within 15 days after close of escrow, rental or lease has been accomplished.
6. Portable Signs	Pedestrian Oriented Freestanding	All Commercial and Industrial	1 per main pedestrian entry	12 square feet	4 feet	Outside public right-of-way and not within Sight Triangle	No	Intended for uses having no street frontage in multi-tenant developments or for pedestrian-oriented centers. See Temporary

**Table 9-62-1
Sign Requirements**

CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
								Portable Sign Provisions
7. Portable Signs	Vehicular Oriented Freestanding	All Commercial and Industrial Zones	Will vary with width of parcel Distance between all signs shall be minimum of 75 feet	12 square feet	4 feet	Outside public right-of-way and not within Sight Triangle	No	See Temporary Portable Sign Provisions
8. Wall Sign	Banner	All Commercial and Industrial Zones	1 per building side. Maximum 2.	24 square feet per building side. If tenant is over 15,000 square feet, then maximum 50 square feet permitted.	Below eave-line and above doors and windows.	Shall not project into public right-of way	No	1. Must be single-sided. 2. Fixed banner location on a wall shall be identified in the Temporary Sign Program. 3. Individual banners located on approved location shall be exempt from a sign permit.
9. Other Ground-Mounted Signs	Inflatable Devices	All Commercial and Industrial Zones	1 per business.	N/A	20 feet	Not within public right-of-way or sight triangle.	No	Must be ground-mounted. Roof mounting prohibited.
10. Other Aerial Signs	Streamers, Penants	All Commercial and Industrial Zones and in conjunction with a Special Use Permit	As reviewed and approved in a Temporary Sign Program.	N/A	As approved in Temporary Sign Program, not to exceed 20 feet.	Not within public right-of-way.	No	

**Table 9-62-1
Sign Requirements**

Table 9-62-1 Sign Requirements								
CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
11. Other	Searchlights	Requires Special Use Application.						
B. General Signage - Permanent								
1. Entry Identification Signs	Architectural Feature - Wall or Monument	Commercial, Industrial, Residential (5 or more units) and Planned Unit Developments	1 on each side of major entrance	16 square feet per sign face for residential, and 32 square feet for commercial and industrial	4-feet	At major entrance to neighborhood or business center; not within required Sight Triangle or within public right-of-way	Yes, Backlit with individual cut lettering for wall signs, halo lit or spotlight set in landscaping	a. Name of project or neighborhood only. Business identification prohibited. b. Architectural feature set in landscaping only. c. Allowed only if responsibility maintenance of Property Owners Association
2. Name and/or Address Plate	Wall or Door	All Base Zones	1 per unit	As required for safety	Below eave line and not less than 6-inches for Residential and ten-inches for commercial and industrial	Wall mounted and clearly visible from public right-of-way	Address illumination only	Exempt Sign.
3. Directional Signs	Freestanding or wall	All Zones	As approved by City Planner	As approved by City Planner	30-inches within Sight Triangle and as approved by City Planner	Not within public right-of-way but may be within Private Street right-of-way	Interior lit	a. Sign Program required.
4. Building Identification	Wall Sign	All Commercial and Industrial	1 per street frontage	10 % of the wall area or 50	See Location	Between the windows of the	Yes	a. Copy is limited to one

**Table 9-62-1
Sign Requirements**

CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
(Multi-Story Buildings)		Zones		square feet, whichever is less.		highest floor and the top of the eave line or top of the parapet		building identification name per building arranged in a single line b. Company logos may be used in conjunction with building identification. c. Sign Program required.
5. Business Directory for multi-tenant sites	Wall, Monument or Kiosk	All Commercial and Industrial Zones	1 per major entry or parking lot frontage to be pedestrian oriented (or as permitted with Sign Program)	20 square feet	7 feet	Not within required Sight Triangle or within public right-of-way	Yes	a. Sign Program required. b. Wall directories shall be pedestrian and not vehicular oriented with maximum height lettering of 6-inches. c. Monuments and kiosks shall be placed in landscaping or in sidewalk area as permitted with Sign Program
6. Business	Wall and/or	All Commercial	1 sign per side	1 square foot per	Below eave line		Yes, Lighting	a. Calculation

**Table 9-62-1
Sign Requirements**

CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
Identification (Ground Floor Only. Second floor wall signs shall be 50% of the sign area authorized for businesses on the ground floor of the building and shall be a part of a Sign Program).	Awning	and Industrial Zones including places of worship, other types of schools not specifically identified in this Section, and public facilities in residential zones	of structure frontage facing public right-of-way or parking lot	linear foot of tenant or building not exceeding 100 square feet for the primary frontage; and an additional 50 square feet of signage may be provided on each additional secondary frontage. <i>The middle 70% of the lease space.</i>	for wall sign and for awnings shall have a vertical clearance of 8-feet from sidewalk.		shall be soft, back lit. No security type lighting for sign illumination. Illuminated signs facing residential on local streets is prohibited (commercial and arterial is permitted). No lighting is permitted in residential zones.	of linear footage for allowable sign area shall not include accessory structures. b. Sides or front flap of Awnings shall have address only. c. Maximum sign area per frontage is cumulative for all types of signs. d. Also See Specific Plans and overlay districts for further Awning details.
7. Business Identification	Hanging Sign (Vehicular Oriented visible from public right-of-way)	All Commercial and Industrial Zones	1 per unit frontage or per primary entry	1 square foot per linear foot of tenant or building not exceeding 100 square feet for frontage; and an additional 50 square feet for each additional frontage.	Below eave line for wall sign and hanging signs shall have a vertical clearance of 8-feet from sidewalk.	Not within public right-of-way	No	a. Sign Program required. b. Not permitted unless other wall or monument sign methods not are physically feasible.

**Table 9-62-1
Sign Requirements**

CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
8. Business Identification	Hanging Sign (Pedestrian Oriented not visible from public right-of-way)	All Commercial and Industrial Zones	1 per unit frontage or per primary entry	6 square feet	Hanging sign under awning shall have a minimum of 8-feet vertical clearance from sidewalk	Shall be placed under arcades, awnings, or similar architectural treatment.	Internal illumination permitted	a. Pedestrian oriented only in conjunction with Sign Program. b. Signage shall not face public right-of-way and shall be perpendicular to storefront.
9. Business Identification	Monument	All Commercial and Industrial Zones	1 per street frontage per parcel. Multi-Tenant Shopping Centers are permitted to have one monument sign per 75 linear feet	32 square feet	7-feet	5-feet from setback and not within Sight Triangle	Yes	a. Planter base or landscaping to be provided equal to three times the area of one face of the sign. b. Monument signage shall have a minimum spacing of 75 feet between monuments. c. Individual tenant identification shall have minimum 12-inch high letters
10. Freeway Oriented Sign	Pylon	PCC I-1	Shall Comply with the Outdoor	Not to exceed one hundred fifty (150)	Shall be determined by the Planning	Support shall be set back 5 feet from property	Yes	Shall Comply with the Outdoor

**Table 9-62-1
Sign Requirements**

CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
		Within one thousand (1,000) feet radius distance from the centerline point of roadway intersection of the Interstate 10 on- and off-ramps (nearest the site) with the Date Palm Drive right-of-way Also see I-10 overlay district.	Advertising Act	square feet per business advertised of total sign area	Commission based on the height needed by the traveling public to view the sign, but shall not exceed fifty (50) feet. Applicant shall furnish sight-line studies and shall conduct a flag test to demonstrate the sign height need.	line and all signage shall be located on private property. Sign structures shall be located in such a manner so as to not adversely block the visibility of another existing freeway-oriented sign structure from the view of the traveling public on the freeway		Advertising Act.
11. Freeway Monument Sign	Extended Height Monument Sign	Along Freeway Frontage in all Commercial & Industrial Zones	1 per 500 linear feet of Freeway Frontage	120 Square Feet	Twelve Feet (12') including 4' design base 8' sign maximum)	Within a 30' landscape easement parallel to Freeway Frontage	Halo-lit or Landscape –lit only	Also see I-10 Corridor Overlay District
12. Businesses with Drive Thru (including restaurants)	Menu and/or Preview Board	All Zones permitting or conditionally permitting	2 Maximum per drive through	32 square feet including any bolt-on or tack on signs.	7 feet including any bolt-on or tack on signs.	Shall not be located so as to be a hazard for driveway or corner radius. 5-foot setback from public	Yes	a. Each fast food establishment shall be limited to two Menu board per drive through.

**Table 9-62-1
Sign Requirements**

CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
						right-of-way and not within Sight Triangle.		b. Menu Boards shall be located in landscaped planter area equal to three times the size of the sign face on the menu board. c. Sign Program required.
13. Shopping Center Identification (Minimum 5 acres and at least 5 tenants)	Pylon or Monument	PCC and I zones	1 per street frontage	50 square feet for business identification. Plus, an additional 20 square feet for shopping center identification only.	14-feet. Planning Commission may authorize taller signage with a flag test	Not within public right-of-way and not Sight Triangle. Minimum distance between signs in this class shall be 100-feet from the nearest residential land uses, shall be 75-feet from the nearest monument sign, and 1000 feet from the nearest sign in this same class.	Yes	a. Planter base or landscaping to be provided equal to three times the area of one face of the sign. b. Copy shall have no more than 4-tenants listed. c. This class of sign shall not be located within 75-feet of an intersection.
14. Shopping Center Wall Signs (Less	Wall Sign	All Commercial Zones	1 per tenant	1 square foot per linear foot of frontage to a	To be determined by Planning	Within 100 feet of a public right-of-way	Yes	May be single or multiple tenant center.

**Table 9-62-1
Sign Requirements**

CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
than 5.0 acres)				maximum of one hundred square feet.	Department			
15. Shopping Center Wall Signs (More than 5.0 acres)	Wall Sign	All Commercial Zones	1 per tenant	1 ½ feet of sign per linear foot of frontage to a maximum of one hundred fifty square feet.	To be determined by Planning Department	100 feet and greater distance from a public right-of-way.	Yes	May be single or multiple tenant center.
16. Corner Intersection Sign	Architectural Feature - Kiosk	All Commercial and Industrial Zones	1 per corner intersection	50 square feet for business identification. Shopping center identification as approved by the Planning Commission.	To be determined by Planning Commission in Design Review	Not within public right-of-way and not Sight Triangle.	Architectural illumination.	a. The purpose of this class is primarily as an architectural element consistent with center. Secondary purpose is business advertising. b. Sign shall be a part of Design Review for new projects or Administrative Design Review for existing projects.
17. Window Signs	Window	All Commercial and Industrial Zones	Based on location not number.	Maximum sign area is based on window size and maximum height. Sign area is	Window signage shall be posted on the inside of a window but not between 4 feet		Neon Business Identification Only	a. No signage, equipment or storage shall be placed within the 3-feet of the required 4 to 7

**Table 9-62-1
Sign Requirements**

CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
				cumulative for both temporary and permanent signs	above exterior grade and 7 feet above exterior grade which is to remain clear of signage. Window signage shall be limited to 10% of the area of the window on second floor.			foot clear-height of a window for safety and security reasons.
<i>C. Specific Use Signage – Permanent</i>								
1. Schools K-12 (public and private)	Pylon	All base zones permitting or conditionally permitting such uses	1 per street or parking lot frontage (2 maximum)	32 square feet	10-feet	Not within Sight Triangles or public right-of-way.	Yes	a. May incorporate electronic message board. b. No additional monument signage is permitted if a pylon sign in this class is used.
2. Auto Dealer and Auto Manufacturer Identification	Freestanding	Any dealership featuring new vehicles.	1 per auto dealer and one per auto manufacturer (product line) per street frontage.	50 square feet	7 feet	Separated by 75 foot intervals. Not with required sight triangle of public right-of-way.	Yes	
3. Auto Dealer and Auto	Wall Sign	Any dealership featuring new	1 per auto dealer and one	1 square foot per linear foot			Yes	

**Table 9-62-1
Sign Requirements**

CLASS	TYPE	ZONES PERMITTED	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	LOCATION (SETBACK)	ILLUMINATION ALLOWED	REMARKS
Manufacturer Identification		vehicles	per auto manufacturer (product line) per street frontage.	<p>of frontage to a maximum of one hundred square feet when building is less than 100 feet to right of way.</p> <p>1 ½ feet of sign per linear foot of frontage to a maximum of one hundred fifty square feet when building is greater than 100 feet to right of way.</p>				
4. Auto Dealer Directional Signs	Monument of Wall sign	Any dealership featuring new vehicles		Monument: 3 square feet. Wall: 6 square feet	Monument: 4 feet	Monument: Not with required sight triangle of public right-of-way.	No	

9.62.100 Nonconforming Signs

- A. The provisions of this Section shall apply to all signs in the incorporated City not otherwise regulated by State or Federal law.
- B. Except as otherwise provided in this Chapter, any sign lawfully in use on the effective date of this Chapter but made nonconforming thereby may continue to be used until such a time that substantial alterations are made to the sign, with the exception of replacing the sign face, or until such a time as the sign structure is abandoned.
 - 1. Alterations.
 - a. A nonconforming sign may not be moved, enlarged, relocated, or altered in any way except as otherwise provided herein;
 - i. The cost of such reconstruction does not exceed twenty five percent (25%) of the assessed value of the sign at the time such damage occurred;
 - ii. The reconstruction may not result in any greater degree of nonconformity than previously existed; and,
 - iii. The reconstruction shall meet all current requirements of this Code, and shall be completed within one (1) year of the commencement of the construction.
 - b. When a subsequently adopted ordinance or regulation requires specific alterations, those alterations shall be made;
 - c. Minor repairs to and routine maintenance of a sign are permitted and encouraged. Minor repairs and routine maintenance shall mean repairs and/or maintenance that cost less than twenty-five (25%) percent of the replacement cost.
 - 2. If, in the process of reconstructing a sign pursuant to this Section certain nonconformities can be brought into conformity, they shall be brought into conformity.
- B. A requirement for a nonconforming sign to be removed or altered so as to comply with the requirements of this Title may be imposed as a condition of approval of a subdivision, Conditional Use Permit, Variance, or other discretionary development approval. In addition, ministerial approval may also require removal or alteration of the non-conforming sign as a condition of approval when in conjunction with a substantial improvement of said property.
- C. Sign copy and sign faces may be changed on nonconforming signs when there is no change in use of the site or when only a portion of a multiple tenant sign is being changed.
- D. Legal nonconforming wall signs shall not prevent the installation of conforming freestanding signs, nor shall legal nonconforming freestanding signs prevent the installation of conforming wall signs.

- E. Signs bolted, tacked, tagged or added onto an otherwise conforming sign shall not be considered Legal Nonconforming for the purposes of this Section.

9.62.110 Discontinuance of a Business

Within thirty (30) days of the discontinuance of a business in any zone or before a new business occupies the building, whichever comes first, the sign owner, his agent, or the property owner shall remove all non-conforming signs, structures, supports and the sign copy including all wording, advertising or information relating to the discontinued business.

9.62.120 Structural Safety, Maintenance, Identification, and Illumination

- A. Every temporary and permanent sign and all parts, portions, units and materials comprising the same, together with the frame, background, supports or anchorage therefore, shall be manufactured, fabricated, assembled, constructed and erected in compliance with the building, electrical and fire prevention codes of the City of Cathedral City as they now exist or may hereafter be amended, or as they may hereafter exist.
- B. Every temporary and permanent sign and all parts, portions, units and materials comprising the same, together with the frame, background, supports or anchorage therefore, shall be maintained in proper repair and state of preservation. The display surface of all signs shall be kept neatly painted and/or posted.
- C. Every sign erected, altered or relocated shall have recorded thereon in a conspicuous place in order to be readily visible, the date of approval, alteration or relocation, the permit number and the voltage of any electrical apparatus used in connection therewith. Every sign which is internally illuminated and which incorporates the use of electrical apparatus or equipment within shall have posted an Underwriter's Laboratory approval stamp in a conspicuous place.
- D. Any sign is more than twelve (12) feet from the grade to the bottom of the sign, or is more than one hundred (100) square feet on one single sign face shall be engineered by a licensed engineer and require his/her seal.
- E. All illuminated signs in all zones shall be designed in such a manner as to avoid undue glare or reflection of light on private property or the public right of way in the surrounding area; all lighting for signage shall comply with the City Lighting Ordinance Chapter of this Title.
- F. In order to minimize glare, internally illuminated cabinet signs with white translucent background plex shall not be permitted. If utilized, white background plex shall be opaque (day/night flex).
- G. All temporary and permanent signs shall be maintained in the condition at the time it was approved and installed, including the maintenance of paint, text copy, illumination and fixtures (if any), and plex, plastic, or vinyl covers.

9.62.130 Appeals.

- A. Any aggrieved party may appeal the decision of the City Planner to the Planning Commission. The appellant must comply with the appeal procedures, including payment of any fees associated with the appeal. The Planning Commission shall hear all relevant testimony and shall consider all relevant evidence, and shall base its decision on the applicable findings set out in this Chapter. The Planning Commission may uphold, deny, or uphold with conditions, the City Planner's decision. Notice of the Planning Commission's decision shall be served upon the appellant within 10 calendar days of the hearing in front of the Planning Commission either personally, or by certified United States mail, return receipt requested. The notice shall contain a provision stating that the Planning Commission's decision may be appealed to the City Council within the time prescribed by the Municipal Code. Should the certified mailed notice be returned to the City for any reason, the City shall cause a copy of the same to be mailed to the appellant by first-class mail with postage fully paid. After the expiration of the appeal period to the City Council, the decision of the Planning Commission shall be final and conclusive unless an appeal was timely filed in accordance with the provisions of the Municipal Code.
- B. Any decision of the Planning Commission may be appealed to the City Council Pursuant to Municipal Code Section 2.04.100 et seq.

9.62.140 Abatement and Removal of Signs; Notice to be Given; Payment of Costs

- A. Any violation of the provisions of this Chapter by any person responsible for committing, causing or maintaining such violation, shall constitute a public nuisance which shall be subject to the provisions in Chapters 13.80 and 13.90 of the Cathedral City Municipal Code. Any person violating the provisions in this Chapter, or violating any conditions of a Sign Permit approval, shall be subject to the provisions set forth in Section 1.01.205 of the Cathedral City Municipal Code. Each and every day that any violation of this Chapter continues, is committed or is permitted shall be regarded as a new and separate offense.
- B. Modification, suspension and/or revocation of validly issued City Permit and/or City License. A violation of any provision of this Chapter by the holder of a validly issued permit and/or City license issued pursuant to this Chapter shall constitute grounds for modification, suspension and/or revocation of said permit and/or said license pursuant to the provisions set forth in Chapter 13.150.
- C. Additional Penalties. Nothing in this Chapter shall preclude the City from pursuing the remedies provided by Chapter 13.140.

Section 3. **CERTIFICATION OF NEGATIVE DECLARATION**

Based upon the initial study, the negative declaration, the comments received thereon, and the record before the City Council, the City Council hereby finds that the negative declaration prepared for the project represents the independent judgment of the City and that there is no substantial evidence that the approval of the project may have any significant environmental impact. The documents and other material which constitute the record on which this decision is based are located in the Department of Planning and are in the custody of the City Planner. The City Council hereby certifies the negative declaration prepared for the project.

Section 4. **SEVERABILITY**

The City Council declares that, should any provision, section, paragraph, sentence or word of this ordinance be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislation, the remaining provisions, sections, paragraphs, sentences or words of this ordinance as hereby adopted shall remain in full force and effect.

Section 5. **REPEAL OF CONFLICTING PROVISIONS**

All the provisions of the Cathedral City Municipal Code as heretofore adopted that are in conflict with the provisions of this ordinance are hereby repealed.

Section 6. **EFFECTIVE DATE**

This ordinance shall take effect thirty (30) days after its second reading by the City Council.

Section 7. **POSTING**

The City Clerk shall within 15 days after passage of this Ordinance, cause it to be posted in at least three (3) designated public places; shall certify to the adoption and posting of this Ordinance; and shall cause this Ordinance and its certification, together with proof of posting, to be entered in the Book of Ordinances of this City.

[THIS SECTION INTENTIONALLY BLANK]

Section 8. CERTIFICATION

The foregoing Ordinance was approved and adopted at a meeting of the City Council held on _____, 2007 by the following vote:

Ayes:
Noes:
Abstain:
Absent:

Kathleen J. De Rosa, Mayor

ATTEST:

APPROVED AS TO CONTENT:

Pat Hammers, City Clerk

Julie Baumer,
Community Development Director

APPROVED AS TO FORM:

Charles R. Green, City Attorney

Reviewed by:

Donald E. Bradley, City Manager